

Office of the Attorney General



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FOR IMMEDIATE RELEASE

Scam Alert – Sweepstakes Entry Form Negates Do Not Call Registration

(Phoenix, Ariz. – April 16, 2004) Arizona Attorney General Terry Goddard is warning Arizona consumers about a new scheme to circumvent the National Do Not Call List.

The Ecology First Sweepstakes', sponsored by LiquidSoapProducts.com, is promoting a "\$25,000 cash or car giveaway," and the Official Sweepstakes Rules contains a statement that says "By completing this form, you agree that sponsors and co-sponsors of this sweepstakes may telephone you, even if your number is found on a do not call registry or list."

When visiting the Web site, the rules are found separately from the entry form itself.

"Since the implementation of the Do Not Call list, companies are looking for ways to contact consumers. This scheme is just one method," Goddard said. "It is important for consumers to read the rules when completing these types of entry forms so they don't lose the new found peace from telemarketers."

Some tips about Sweepstakes Entry Forms:

- Genuine offers clearly disclose the terms and conditions of the promotion in plain English, including rules, entry procedures, and usually, the odds of winning.
- It's important to read any written solicitation you receive carefully. Pay particularly close attention to the fine print. Remember the old adage that "the devil is in the details."
- Signing up for a sweepstakes might subject you to unscrupulous prize promotion tactics. You also run the risk of having your personal information sold or shared with other marketers who later deluge you with offers and advertising.

Please contact the Attorney General's Office with questions or concerns, or if you know someone who has been the victim of fraud call:

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